

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Arthur H. Bunn	Confirmation No.:	7426
Serial No.:	10/522,639	Examiner:	Jeffrey D. Carlson
Filed:	January 26, 2005	Art Unit:	3622
For:	SYSTEM AND METHOD FOR MAINTAINING DISTRIBUTOR LOYALTY		

**RESPONSE**

Honorable Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action, please amend the above-identified application as follows:

**The Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

Barnes & Thornburg Customer No: <b>23644</b> U.S. Patent and Trademark Office
---